



Jennifer M. Granholm, Governor  
Robert W. Swanson, Director

## News Release

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### Oscoda Receives Cool Cities 'Blueprints for Michigan's Downtowns' Designation

**October 12, 2006** – Robert W. Swanson, director of the Michigan Department of Labor & Economic Growth (DLEG), recently announced that Oscoda has been awarded a Cool Cities designation.

"The economic future of Oscoda is a lot brighter because its community leaders are committed to giving new life to their downtown area," he said. "A comprehensive economic strategy will be developed to help entrepreneurs willing to invest in this community."

The Cool Cities Program is part of Governor Jennifer M. Granholm's economic plan to help revitalize Michigan's cities by retaining and attracting the jobs and people critical to the emerging economies of the 21<sup>st</sup> century. The program is funded by redirecting existing resources in state government.

Oscoda has received one of the Cool Cities Programs "Blueprints for Michigan's Downtowns" designations, which means Oscoda will be assisted in developing an action strategy that will result, over a five-year period, in economic enhancements to the downtown area.

Michigan State Housing Development Authority (MSHDA) will be contracting a consulting firm to create a downtown action strategy for Oscoda as well as for four other municipalities selected for the Blueprints for Michigan's Downtowns program.

"Based on a market-driven approach, this consulting firm and MSHDA staff will be teaming up to provide a very public process and action-oriented strategy to revitalize Oscoda's downtown," Swanson said. "A market study will be part of the package of services."



The other four communities are Charlevoix, Muskegon Heights, Petoskey and Tecumseh.

Department of Labor & Economic Growth director Robert W. Swanson presents a sign designating Oscoda as a Cool Cities Neighborhood. Pictured left to right are Robert Stalker, Pat Shiflet, Director Robert W. Swanson, Larry Zucal and Robert Huebel.